

PERSON SPECIFICATION – Marketing and Communications Executive

Criteria	Essential	Desirable
Qualifications	Educated to Degree Level or equivalent with strong skills in communication and writing.	Marketing graduate preferred with strong marketing skills and CIM qualifications.
	Evidence of participation in appropriate training and development	
Experience/ Knowledge	Experience of working within marketing or related field.	Experience of working with 16-19 year olds and young adults.
	Experience of effectively coordinating marketing activity across departments and of assisting at public relations events.	
	Experience of effectively working with other staff on projects or activities and managing to deadlines.	Ability to understand and interpret data and information such as market research.
Skills/ Competencies	Strong written communication skills	Experience in the publishing/PR process
	Strong oral communication and presentation skills	Experience of promotional events
	Commitment to high levels of customer service	
	Good organisational and time management skills	Qualification/experience in writing professionally
	Strong IT skills including the Microsoft Suite and good social media skills including Facebook, Instagram, and Twitter.	InDesign, Photoshop and Adobe skills. Advanced social networking including LinkedIn.
	Good numeracy skills	
	Willing to commute to all campuses.	
Personal Attributes	Commitment to educational and College values	
	Commitment to the provision of a high quality, student-centred service	
	Ability to work effectively as a team member including 'out of hours' working	
	Ability to work flexibly to meet changing needs	
	Commitment to own learning and development	
	Commitment to equality of opportunity	

	Good record of attendance and punctuality	
	Appropriate professional appearance	
	A 'can do' outcome focused attitude and approach, resourceful and works to make things happen taking others along with them.	
	A relentless drive to improve performance and deliver outstanding results through new, innovative, and more effective ways of working.	
	Excellent interpersonal and negotiation skills with the ability to persuade influence.	
	A creative and analytical thinking style, applying tenacity in the face of obstacles.	
	A pro-active approach to work and problem solving, and the ability to spot and deal with issues as they occur.	
	A high level of personal integrity, who displays respect and empathy for others and is consistent, open, and honest.	

It is recognised that many capable people will not have all the experience and qualifications listed above. You are encouraged to apply if you feel that you can demonstrate the potential to contribute to the College's future success.